



FIG. 1a

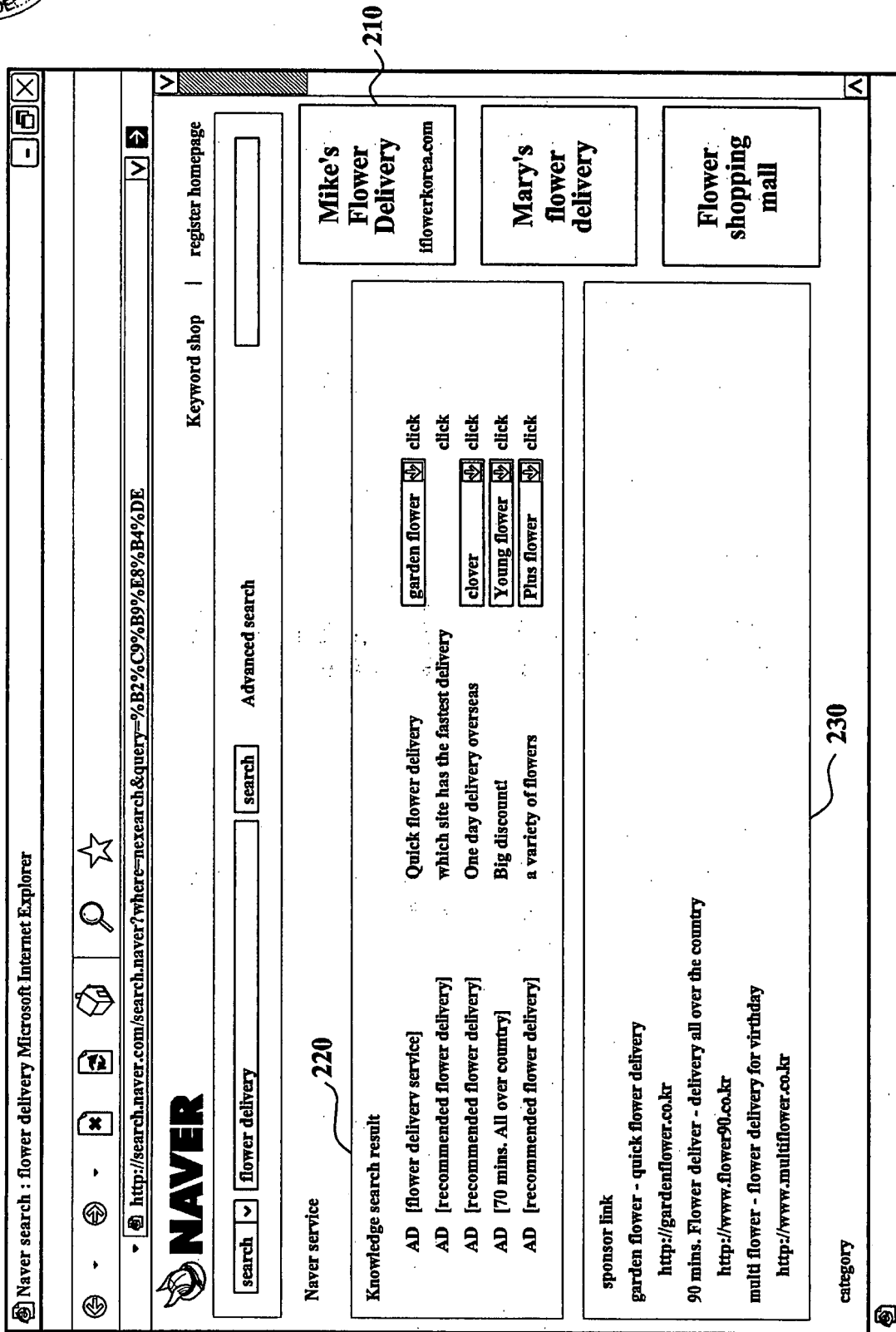


FIG. 1b

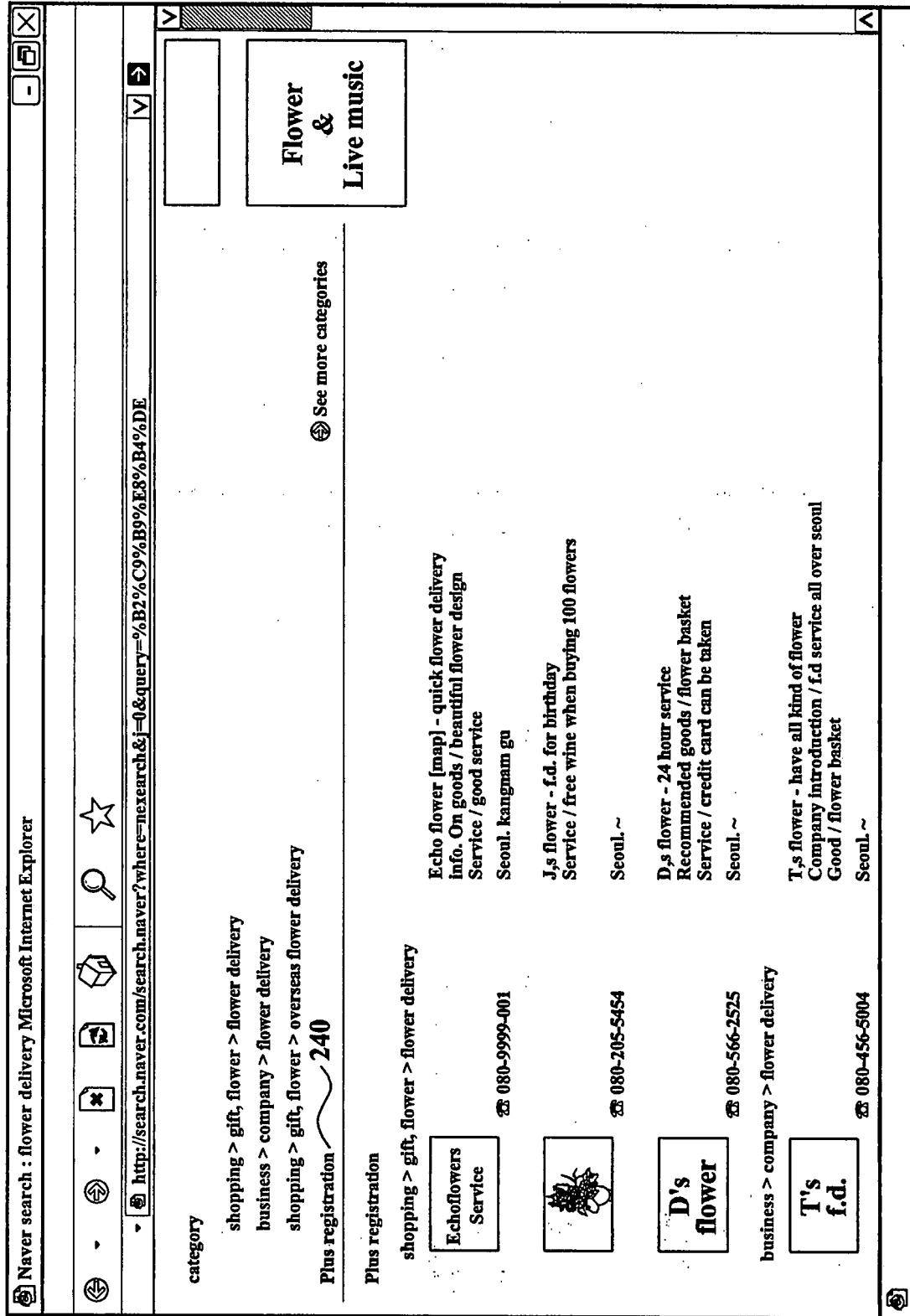






FIG. 5

Keyword shop - Microsoft Internet Explorer

Naver(N) -

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Directory banner

Naver> ad.info>keyword shop> keyword bidding board

About successful bid price board

-bidding price is for monthly contract, and VAT is not included.

Successful bid price notice board

# of bidding	keyword	keyword good	rank	date of service start	bidding price	Successful bidder
KS20021212018	adult goods	question guide	1	2002-12-18	\$ 22,345	m**o**t@n**c**p**o*
KS20021211010	adult	question guide	2	2002-12-17	\$ 1,718	y**m**n@n**e**c**
KS20021211002	cell phone	keyword banner		2002-12-17	\$ 13,500	y**m**n@n**e**c**

Keyword confirmation

Keyword search

Copyright © NHN Corp. All rights Reserved.

: Ask keyword ad.
: keyword ad. area
: keyword banner
: Question guide
: Sponsor link
: Directory banner
: Cont system
: Rule of making ad.
: banner
: keyword guide
: Sponsor link
: Criterion of registering ad.
: common
: adult
: Ad. FAQ/Ask
: banner
: Question guide
: Sponsor link
: Premium keyword
: Keyword bidding
: Keyword bidding board
: Mail for asking ad.
: Manage keyword ad.

FIG. 11

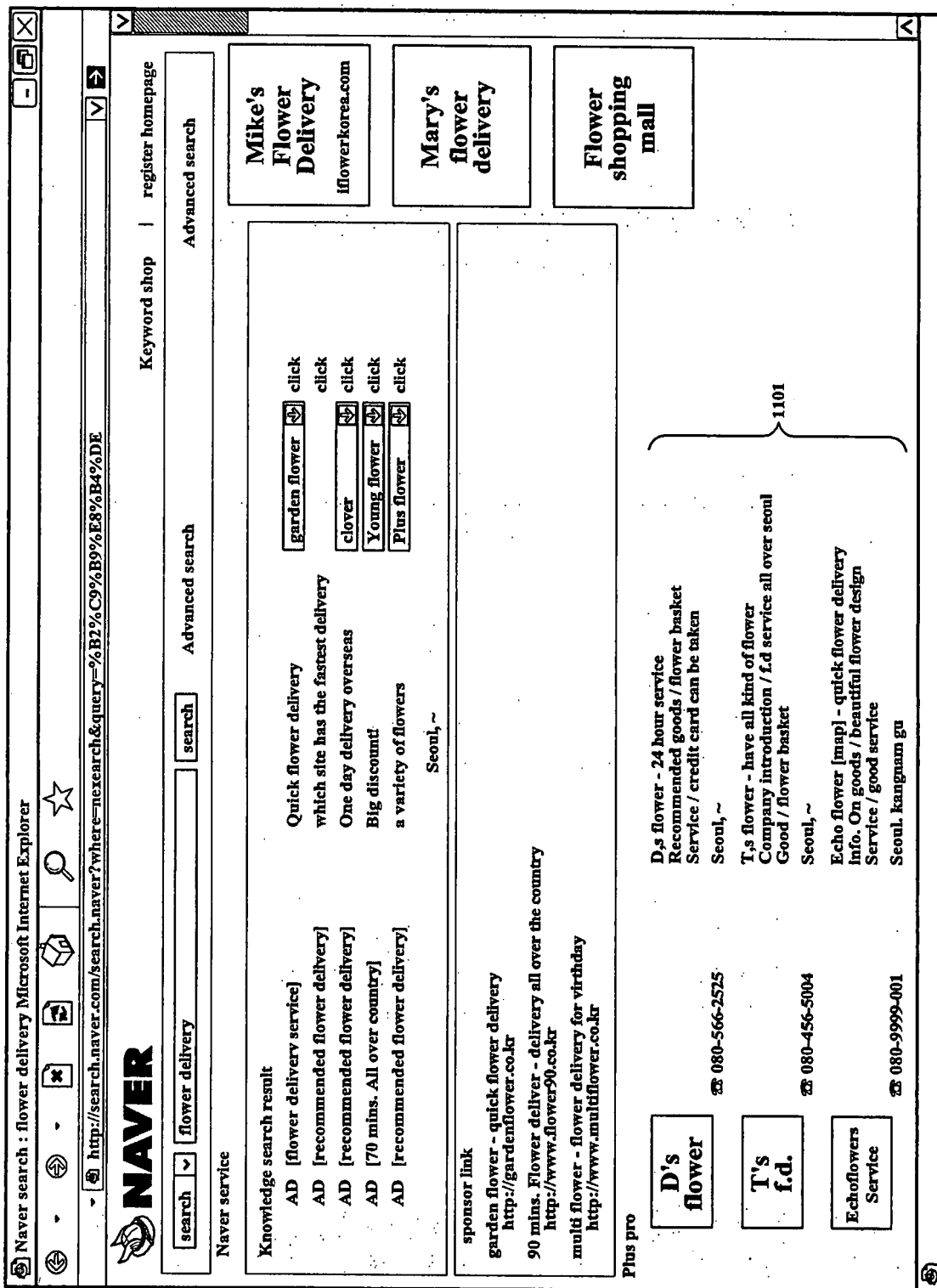


FIG. 12



Keyword shop

Keyword banner	Question guide	Sponsor link	Directory banner
----------------	----------------	--------------	------------------

Keyword shop

Naver > Ad. information > Key word shop > Register Ad. material

Register Ad. material

- * part should be input.
- Finish shopping in 30 min. after putting key word in shopping basket.

Example of Plus Pro

Image	Home page title	About Home page
	lucky puzzle	Special mileage service
	Special feature: always providing service!	
	Service/ we offer lucky goods whenever you play games	
	☎ 02-1234-5678 Seoul Kangnam gu	
	Additional Info.	
	Contact info. Address	

1201

: Ask keyword ad.
: keyword ad. area
: keyword banner
: Question guide
: Sponsor link
: Directory banner
: Cont system
: Rule of making ad.
: banner
: Question guide
: Sponsor link
: Criterion of registering ad.
: common
: adult

: Ad. FAQ/Ask
: banner
: Question guide
: Sponsor link
: Premium keyword
: Keyword bidding
: Keyword bidding board
: Mail for asking ad.
: Manage keyword ad.

Combo box contents

Company info.
Item info
Recommended
Items
Menu
:
:

1202
1203
1204
1205
1206
1207
1208

Keyword selected	Mariah Carey (No.1)
*Home pagetitle	<input type="text"/> 0 character
*About Home page	<input type="text"/>
*Link URL	http:// <input type="text"/> example) http://www.naver.com
Additional Info.	<input type="text"/>
Image	<input type="text"/>
contact info.	<input type="text"/>
Additional Info.	<input type="text"/> - <input type="text"/> zip code
test ID & password	test ID <input type="text"/> password <input type="text"/>

FIG. 13



Keyword shop

Keyword banner	Question guide	Sponsor link	Directory banner
----------------	----------------	--------------	------------------



Keyword shop

- : Ask keyword ad.
- : keyword ad. area
- keyword banner
- Question guide
- Sponsor link
- Directory banner
- : Cont system
- : Rule of making ad. banner
- Question guide
- Sponsor link
- : Criterion of registering ad. common adult
- : Ad. FAQ/Ask banner
- Question guide
- Sponsor link
- Premium keyword
- Keyword bidding
- : Keyword bidding board
- : Mail for asking ad.
- : Manage keyword ad.

Naver > Ad. Info. > Key word shop > Result of Ad. registration

➡ Result of Ad. Registration (Plus Pro)

- Finish shopping in 30 min. after putting key word in shopping basket.

1301

Keyword selected	Puzzle (No. 1)
<div style="border: 1px solid black; width: 50px; height: 50px; margin: 0 auto;"></div> <p>lucky puzzle - Special mileage service Special feature : always providing service! Service : we offer lucky goods whenever you play games ☎ 02-1234-5678 Seoul Kangnam Gu</p>	
- Home page title and contents of description can be modified by Ad. Administrator of Naver Plus Pro.	

Registration	Correction
--------------	------------

1302

1303